

Store
opens daily
at 8:30,
closing hours
as usual

FURS
STORED
here under
ideal
conditions.
—Second Floor.

Indiana's Largest Assortment of Hart Schaffner & Marx Clothes for Men

THE W. H. BLOCK CO.



Of brocaded silk poplin, this charming Madame Irene corset is cut on excellent lines for the rather full figure—\$22.50

Madame Irene determines the CORSET fashions

When fashion writers wish to speak authoritatively of the new modes, they study the Madame Irene models.

Madame Irene, in her Fifth Avenue shop in New York city, caters successfully to the foremost women of wealth, fashion and society. To meet the requirements of her clientele, the corsets must be the finest attainable—they must be of superb fabrics, perfect in their fitting quality.

We have in effect brought the Madame Irene shop here. The corsets that are available to the best dressed women of the east are presented to Indianapolis women, with a fitting service in keeping with the excellence of the corsets.

\$5.00 AND UPWARD

Madame Irene corsets are sold exclusively in Indianapolis at The Wm. H. Block Co. —Fourth Floor.

Such savings as these on

SILKS OF WORTH

Merit consideration of thrifty women

PRINTED HALF-SILK SHANTUNG, navy, rose, Copenhagen blue, tan and gray grounds; rings, dots and Chinese designs; \$1.00 quality **78c**
ALL-SILK SHIRTINGS, yard wide, white grounds, attractive multi-colored stripes effects; \$1.25 quality **95c**
HALF-SILK POPLIN, yard wide, white, rose, Copenhagen blue, light and dark navy, Russian green, wine, plum, brown, khaki, tan and black **\$1.10**

ALL-SILK FOULARDS, 23 inches wide, fifty attractive patterns **98c**
GINGHAM PLAID SILKS, yard wide, all silk, attractive patterns **\$1.48**
WASH SATIN, yard wide, all silk, white and pink; \$1.75 quality **\$1.39**
SILK AND WOOL POPLIN, 40 inches wide, white, plum, Copenhagen blue, light and dark navy and black, soft drapery fabric **\$1.39**
—First Floor, Northwest.

Featuring novelty woollens

that have the call

SILVERBLOOM, 32 inches wide, part wool, attractive plaid effects for separate skirts. **\$1.00**
SHEPHERD CHECKS, 54 inches wide, 60% wool, black and white checks; \$1.65 quality **\$1.39**
PLAID SKIRTINGS, 40, 48 and 54 inches wide, all wool, light and dark color combinations; \$5.00, \$4.50, \$3.50, \$2.75, \$2.25 and **\$2.00**
SCOTCH TWEED SUITINGS, 54 inches wide, fashionable suiting fabric **\$3.50**
NOVELTY BURELLA COATINGS, 54 inches wide, all wool, attractive plaid effects. **\$3.50**
—First Floor, North Center.

The wanted wash fabrics

NOVELTY VOILES, 36 and 40 inches wide, handsome scroll effects, floral designs and checks, the fashionable street shades; \$1.25, \$1.00, 85c, 69c, 39c and **29c**
COTTON VOILE (plain), 40 inches wide, fine, crisp new goods, the wanted light and dark colors; 69c and **39c**
GINGHAM PLAID VOILES, 40 inches wide, attractive color combinations **39c**
DRESS GINGHAMS, 32 inches wide, the wanted plaids, stripes and checks, large assortment **39c**
MERCERIZED FOULARDS, 32 inches wide, street shades, dots, geometrical designs and plaid effects **45c**
—First Floor, Northeast.

Women's knit UNDERWEAR

UNION SUITS FOR WOMEN, low neck, sleeveless, light or umbra knee, finest gauge cotton—Regular sizes, \$1.50 Extra sizes, \$1.90
SILK TOP UNION SUITS, pink and white, tight or shell knees—Regular sizes, \$1.35 Extra sizes, \$1.50
VESTS FOR WOMEN, fine gauge cotton, low neck, sleeveless, all sizes (3 for \$1.00), each, 35c
—First Floor, Southwest.

Ribbons

BABY RIBBON, satin faced, all colors, special... 8 yards, 50c
STOVE POLISH RIBBON, very best quality, brilliant luster, black, all widths, 98c and by degrees down to 25c
Our 19c quality, 1 inch wide, special 15c

Georgette crepe—laces

GEORGETTE CREPE, 39 inches wide, black and white, all silk, \$1.50 quality 95c
VALENCIENNES LACE, match sets, edges and insertions, pretty patterns, 5c, 8c and 10c qualities 12-yard bolt, 49c
—First Floor, Northeast.

Veils and veillings

CIRCULAR VEILS, all the new hand woven scroll borders, also silk chenille spotted, black, taupe, navy, brown, purple; our entire \$1.00 line, special 85c
HAIRLINE AND HEXAGON MESH VEILING, all silk, black, some colors, 25c quality, yard 12½c
—First Floor, Northeast.

Handkerchiefs

HANDKERCHIEFS FOR WOMEN, white shamrock, colored roll and tatted edges, 5c quality 3 for 10c
HANDKERCHIEFS FOR WOMEN, pure linen, full size, hemstitched, special... 6 for 55c
HANDKERCHIEFS FOR MEN, pure linen, full size, hemstitched, 25c quality, special 3 for 69c
—First Floor, South Center.

Plenty of gray gloves here

KAYSER GRAY SILK GLOVES, double tip fingers, all sizes, \$1.50, \$1.25, \$1.00 and 85c
GRAY CHAMOISETTE GLOVES, all sizes, pair 98c
GRAY KID GLOVES, best makes—Real French kid, \$2.98 and \$2.48 Fine French lambskin \$1.98
—First Floor, South Center.

PICTORIAL REVIEW PATTERNS

show the newest trend of the mode. —First Floor, Northwest.

SAVINGS ON NOTIONS

TREO ELASTIC GIRDLES, sizes 24 to 33—12 and 14 inches wide, for athletes, white and pink, while they last, \$2.50 and \$3 qualities 98c
SILK SOUTACHE BRAID, all colors, sold elsewhere at 29c and 35c; our regular price 25c, special—12-yard bolts, 19c
ATLAS SAFETY PINS, all sizes, nickel plated, 12 on a card, 5c
METAL HAIR BOW FASTENERS, 10c quality 5c

RED SEAL HAIR NETS, real human hair, black and blond, cap or allover style, 10c quality, 4 for 10c
ALADDIN SOAP DYES, colors and cleans at the same time, will not discolor the hands, will not injure the most delicate fabrics, all desirable colors (3 for 25c), each 10c
CLARK'S O. N. T. THREAD, white or black, all sizes (limit 6 spools to a customer, no phone orders or deliveries) 6 for 23c

WILT'S GLOVE AND SHOE CLEANER, paste form, 25c quality 12c
PEARL BUTTONS, iridescent, large, medium and small sizes, 6 on a card (3 cards, 25c), card 10c
DARNING COTTON, white, black, gray and tan, 45-yard spools 5 for 10c
AUTO VEILS, elastic edges, require no tying, slip over the face and head, for motorizing, golfing and general outdoor wear, fancy dotted or woven, also plain mesh, black, brown and purple, 39c and 50c qualities 25c
COLORITE, make a new color, look like new, black and colors 25c
—First Floor, Northeast.

Presenting the new satin dresses to meet the vogue for black.
—Second Floor.

Presenting wool jersey suits and coats in entirely new sport fashions.
—Second Floor.

Featuring at \$25.00 and \$29.50

Women's and misses' dresses which mirror the newer fashion tendencies—the utmost latitude in choosing is afforded



Foulard dresses in attractive designs.

Black satin dresses that are in high favor.

Wool jersey dresses smart and good looking.

Georgette crepe dresses in lovely fashions.

Crepe de chine dresses flesh color and white.

Silk gingham dresses small and large checks and plaids.

The dresses are very lovely. They are full of new fashion touches that appeal so definitely to women. We emphasize particularly the finish and perfection of the little details that the dresses have. Dresses for street and afternoon wear—every taste and requirement can be met—featured at \$29.50 and \$25.00.

—Second Floor.

There is great appreciation of these RUG OFFERINGS

We placed on sale \$20,000 worth at \$15,200. The public is glad to absorb the savings.

\$24.50 RUGS—\$17.95 9x12 feet tapestry Brussels rugs, seamless, Empire grade **\$17.95**
\$37.50 RUGS—\$31.45 9x12 feet best grade Bush and Terry Manhattan Axminster, new designs, rose, blue, taupe and tan **\$31.45**
\$35.00 RUGS—\$27.45 9x12 feet Royal Axminsters, neat small all over patterns **\$27.45**
\$50.00 RUGS—\$42.45 Stephen Sanford & Son's seamless Beauvais Axminsters, two-tone shades and the finest of Chinese patterns **\$42.45**
\$60.00 ROYAL WILTON RUGS—\$45.95 9x12 feet, rose, black, blue and gray, Egyptian, Chinese and oriental designs **\$45.95**

SAVE ON LINOLEUMS

Please bring room measurements with you.

PROLINO FELT BASE FLOOR COVERING, 6 feet wide, good material for kitchens, square yard **33c**
INLAID LINOLEUM, extra heavy grade, tile and parquetry designs, \$1.75 quality, yard **\$1.19**
GENUINE CORK LINOLEUM, printed patterns, 6 feet wide, 80c quality, square yard **63c**
GENUINE INLAID CORK LINOLEUM, patterns run through to the burlap back, many tile and parquetry designs, \$1.35 quality, square yard **95c**
—Fourth Floor.

This sale of \$18.50 to \$25 dresses for women and misses

at— **\$11.95**

Offers far greater economy and helpfulness than is found in the usual run of sales

You buy dresses in this event at \$11.95 that are worth every cent of their regular prices. You get worthy, dependable materials that, were they sold to you on the bolt, would cost about the price you pay for the finished garment.

You get dresses that are well made, with trimmings and style features found on only much higher priced garments.

While selling in the past few days has been very brisk, choosing still remains excellent—due to the enormous assortment that the sale started with.

MATERIALS
—Crepe de chine —Peau de cygne
—Taffetas —Peau de soie
—Messalines —Foulards
—Satin —Serge
—Wool jerseys
COLORS
—Navy —Rose
—Black —Tan
—Sand —Polka dots
—Beige —Stripes
—Quaker gray —Plaids

DRESSES FOR
—Evening wear —General wear
—Street wear —Office wear

\$25.00, \$22.50, \$20.00 and \$18.50 qualities \$11.95

THE BASEMENT STORE

For the cool evenings—for the golf links and many more purposes—these

Smart golf COATS

For women and misses

as pictured
\$5.98 \$4.98

are not only in favor, but seem a necessity

They're of golfine, a very serviceable material. Being sleeveless, they permit freedom of arm movement to the golfer. Their large pearl buttons add to their attractiveness.

Note the desirable colors:
—Rose —Gold —Maize
—Russian green —Copenhagen blue

Featured at \$5.98 and **\$4.98**

Silk BLOUSES for women and misses

of crepe de chine, Jap silk and tub silk; maize, peach, black, navy blue, coral, white and flesh color. They show the new flat roll collars. **\$1.95**

DOMESTICS

SERPENTINE CREPE, 29 inches wide, plain color, blue, pink, lavender, black and white (no plaid orders), extra special **19c**

RENFREW ZEPHYR GINGHAMS, 32 inches wide, beautiful colored stripes, plaids and plain blue, pink and lavender, desirable mill lengths; special for, yard **34c**

NAINSOOK, yard wide, perfect bleach, soft thread, laundries nicely, regular 20c quality, yard **19c**

REMNANTS OF CRETONNES, many pieces to match, floral and bird patterns, also stripes for slip covers, draperies, etc., beautiful colors, extra special, yard **25c**

BLEACHED MUSLIN, yard wide, fine even thread (no phone orders), extra special **19c**

WHITE INDIA LINEN, 27 inches wide, fine and sheer, extra special **12½c**

LONGCLOTH, yard wide; soft, fine thread, 10-yard bolt, **\$1.85**

"WAMUTTA" FINGERIE CLOTH, yard wide, extra soft and fine, laundries perfectly **29c**

WHITE CRISP VOILE, 39 inches wide; regular 25c quality **15c**

WHITE OUTING FLANNEL, 28 inches wide, soft and fluffy, double fleeced, special, yard **22c**

Housefurnishing specials

IRONING BOARDS AND STANDS, strongly built; \$1.70 quality **95c**

CURTAIN STRETCHERS, kiln dried wood, nickel plated, adjustable pins, special **\$2.39**

SKILLETS, heavy cast iron, family size, 75c quality **59c**

WASH TUBS, heavy galvanized iron
No. 3 size, special, **\$1.35**
No. 2 size, special, **\$1.19**

MOPS, for porch or kitchen, long handles, special **31c**
ALABASTINE, the beautiful wall tint, makes the home attractive **5-pound package, 65c**

HOUSEHOLD SPONGES, good cleaning size, special, **25c**
—Fifth Floor.

From our model grocery

BREAKFAST BACON, lean, sweet, sugar cured, in machine sliced, 3 pounds **36c**

CRACKERS, Cakes and Wafers, "Sunshine" brand, American made—Large packages (2 for 25c), package **12½c**
Small packages (4 for 25c), package **6½c**

SOAP, "Fels-Naptha" or Ivory, 10 bars for **59c**

CHEESE, new, mild, Wisconsin yellow cream, 3 pounds **30c**

DOMESTIC SWISS CHEESE, "New York State" large eyed, 4 pounds **69c**

PEANUT BUTTER, fresh Sun-It, made while you wait from refined Virginia peanuts, 3 pounds for 25c, pound **33c**

EGG-O-LIKE, use in place of eggs for cooking and baking, package **20c**

COFFEE, Royal Luncheon—the coffee with the rich aroma—5-pound package, 29c

SPAGHETTI, "Red White and Blue" long cut package **75c**
SALT LAKE HERB RING, 3-pound kit **18c**

CODFISH, extra fancy, large cans, middles, pound **25c**

TUNA FISH, the chicken of the sea, can **23c**
MAKEREL, fancy fat shore lake fish, catch, special, each, 21c, 17c and **11c**
SALMON, "American Beauty," blood red Alaska, tail cans (3 for 80c), can **27c**
HIRES EXTRACT, for making home-made root beer, bottle **19c**
OLIVES, fancy large Spanish queens **20c**
PINT **20c**
TABLE MUSTARD, "Charles Golden's" prepared, jar **11c**
PEPPER, pure ground, black, best bulk, pound **30c**
SPICES, ON SPICES, special, 8 cans, special, 4½c

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